RNS Number : 6170N
Ultimate Products PLC
03 August 2026

3 August 2026

Ultimate Products plc
("Ultimate Products", the "Company" or the "Group")

Appointment of Nominated Adviser and Broker

Ultimate Products, the owner of leading homeware brands including Salter (the UK's oldest houseware brand, est.1760) and Beldray (est.1872), is pleased to announce the appointment of Shore Capital and Corporate Limited as its Nominated Adviser and Shore Capital Stockbrokers Limited as its sole Broker with immediate effect.

Investor questions on this announcement https://investors.upplc.com/link/yEvl4e

We encourage all investors to share questions on this announcement via our investor hub

For further information, please contact:

Ultimate Products *Via our investor hub*
Chris Dent, CFO

Sodali & Co ultimateproducts@sodali.com
Rob Greening / Sam Austrums / Oliver Banks

Shore Capital (Nomad and Broker) +44 (0)20 7408 4090
Mark Percy / David Coaten / Harry Davies-Ball (Corporate Advisory)
Malachy McEntyre / Isobel Jones (Corporate Broking)

Subscribe to our news alert service: https://ultp-l.investorhub.com/s/5b213f

Notes to Editors

Ultimate Products is the owner of leading homeware brands including Salter and Beldray. According to its market research, nearly 80% of UK households own at least one of the Group's products.

The Group sells to over 300 retailers in over 30 countries - spanning discounters, supermarkets and general retailers, and ranging from large national and international multi-channel retailers to smaller retail chains. Its products are also available on salter.com and beldray.com, as well as major third-party online marketplaces. The Group specialises in four product categories: Small Domestic Appliances; Housewares; Laundry; and Audio. Other UP brands include Progress (bakeware, cookware and kitchen electrical), Kleeneze (laundry and floorcare), Petra (small domestic appliances), George Wilkinson (cookware and kitchen electrical) and Intempo (audio).

Founded in 1997, Ultimate Products is headquartered in Oldham, Greater Manchester, where it has design, sales, marketing, buying, quality assurance, support functions and warehouse facilities across two sites. Manor Mill, the Group's head office, includes a 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and Paris, France. Ultimate Products employs over 300 staff and is certified as a Great Place to Work®. A significant number of its employees joined via the Group's Graduate Development Scheme, one of the biggest in the North West.

Please note that Ultimate Products is not the owner of Russell Hobbs. The Group currently has licence agreements in place granting it an exclusive licence to use the "Russell Hobbs" trademark for cookware and laundry (NB this does not include Russell Hobbs electrical appliances).

Engage with the Ultimate Products plc management team directly by asking questions and seeing what other shareholders have to say. Navigate to our interactive investor hub here: https://ultp-l.investorhub.com/s/3ffb1d

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

APPRJMMTMTITBTF